



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/886,797	06/21/2001	Motoyuki Tagawa	14654	6166
7590	04/05/2005		EXAMINER	
SCULLY, SCOTT, MURPHY & PRESSER 400 Garden City Plaza Garden City, NY 11530			REAGAN, JAMES A	
			ART UNIT	PAPER NUMBER
			3621	

DATE MAILED: 04/05/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	09/886,797	TAGAWA ET AL.
	Examiner	Art Unit
	James A. Reagan	3621

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 05 August 2004.

2a) This action is FINAL. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-24 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1-24 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

- Certified copies of the priority documents have been received.
- Certified copies of the priority documents have been received in Application No. _____.
- Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
5) Notice of Informal Patent Application (PTO-152)
6) Other: _____.

DETAILED ACTION

Status of Claims

1. This action is in response to the amendment filed on 05 August 2004.
2. Claims 1-10, 15, 19, and 20 have been amended.
3. Claims 21-24 have been added.
4. Claims 1-24 have been examined.
5. The rejections of claims 1-20 have been restructured to reflect the updated limitations.
6. The rejections of claims 21-24 are new.
7. The objection to the abstract is withdrawn.

RESPONSE TO ARGUMENTS

8. Applicant's arguments received on 05 August 2004 have been fully considered but they are not persuasive. Referring to the previous Office action, Examiner has cited relevant portions of the references as a means to illustrate the systems as taught by the prior art. As a means of providing further clarification as to what is taught by the references used in the first Office action, Examiner has expanded the teachings for comprehensibility while maintaining the same grounds of rejection of the claims, except as noted above in the section labeled "Status of Claims." This information is intended to assist in illuminating the teachings of the references while providing evidence that establishes further support for the rejections of the claims.

Applicant's arguments with respect to the claims have been considered but are moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

9. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

10. Claims 1-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Martinez et al. (US 6,119,229 A) in view of Call (US 6,154,738 A), and further in view of Prince, "Online Auctions at eBay" (c) 21 April 1999.

Examiner's note: Examiner has pointed out particular references contained in the prior art of record in the body of this action for the convenience of the Applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply. Applicant, in preparing the response, should consider fully the *entire* reference as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the Examiner.

Claims 1, 10, 19, and 20:

Martinez discloses allowing only registered users to log on to a system (see at least column 13, lines 34-35), effectively disclosing a registration system. Martinez does not specifically disclose:

- *a summary information disclosing function for disclosing summary information about a product via a communication line;*
- *a registration requesting function for a requesting user who reads the summary information disclosed by the summary information function to register as a member if the user desires detailed information about the product;*
- *a registration function for registering the user a member, the registration function requires the user to send user data at the registration;*
- *a detailed information disclosing function for allowing the registered user to access the detailed information about the product;*
- *wherein the user data required by the registration function is used for selection of a proper user in later sales activities;*

Call, however, in at least column 23, lines 34-43 discloses a thumbnail display of a product as well as a more detailed description of the same product. It would have been obvious to one of ordinary skill in the art at the time of the invention to combine the separate descriptor pages of Call with Martinez use of a registration and log on system to restrict the viewing of product information to only authenticated and permitted users because this reduces the expenditures related to advertising and displaying product information to the general public, versus displaying information only to a select group of individuals who are in a position to make decisions regarding purchase of specialized equipment.

The combination of Martinez/Call does not specifically disclose that a user may view detailed information about a product after completing the registration process. Prince, however, in at least pages 97-102 discloses the registration of a new member. Prince also discloses the bidding process, on pages 121-132, wherein a user is required to log in and provide a password after proper registration. After properly registering and bidding, the user may see the detailed information about the product and its bidding history. It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Call/Martinez with Prince use of a

registration and log on system to restrict the viewing of product information to only authenticated and permitted users because the system provides added security to the reregistered buyers and sellers of the e-commerce system

Claims 2-4 and 11-13:

With regard to the limitations of:

- *an address obtaining means for obtaining the address on a communication line accessed by the user who desires to read detailed information about the product about which said summary information is disclosed;*
- *an address inputting means for inputting said address obtained by said address obtaining means;*
- *an address storing means for storing said address obtained by said address obtaining means;*

See at least Call, column 18, lines 18-22, and 34-43. It would have been obvious to one of ordinary skill in the art at the time of the invention to combine the separate descriptor pages of Call with Martinez use of a registration and log on system to restrict the viewing of product information to only authenticated and permitted users because this reduces the expenditures related to advertising and displaying product information to the general public, versus displaying information only to a select group of individuals who are in a position to make decisions regarding purchase of specialized equipment.

Claims 5 and 14:

With regard to the limitation of a *product information storing means for storing product information based on the summary information disclosed by said summary information disclosing means and the detailed information disclosed by said detailed information disclosing means*, see the application of Call in at least column 23, lines 34-43 as applied to the rejection of claims 1, 10,

19, and 20 above. It would have been obvious to one of ordinary skill in the art at the time of the invention to combine the separate descriptor pages of Call with Martinez use of a registration and log on system to restrict the viewing of product information to only authenticated and permitted users because this reduces the expenditures related to advertising and displaying product information to the general public, versus displaying information only to a select group of individuals who are in a position to make decisions regarding purchase of specialized equipment.

Claims 6-9 and 15-18:

With regard to the limitations of:

- *a user data inputting means for inputting via the communication line specific user data accessed by the user who is permitted to read said summary information, and a detailed information editing means for editing detailed information disclosed by said detailed information disclosing means based on the user data inputted by said user data inputting means;*
- *a user ID code issuing means for issuing a specific user ID code to the user owning the user data inputting by said user data inputting means;*
- *a user data recording means for recording user data related with the user ID code issued by said user ID code issuing means;*
- *a user ID code/product information relating means for relating summary information disclosed by said summary information disclosing means and product information based on the detailed information disclosed by said detailed information disclosing means with the user ID code issued by said user ID code issuing means;*

See at least Martinez column 5, lines 32-41 and 47-55.

Claims 21-24:

The combination of Martinez/Call/Prince discloses the registration and purchasing system as shown above. Martinez/Call/Prince do not specifically disclose:

- *the user data includes user name and a key word relating to at least one of position name, facility name, section name, and techniques interested in;*
- *a function for searching user data using the key word and sending information to a user based on the searching result;*

Prince, however, discloses a searching function (see at least pages 112-120). It would have been obvious to one of ordinary skill in the art at the time of the invention to combine Martinez/Call with Prince because using a searching tool allows a user to quickly find products of interest to him.

Conclusion

11. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).
12. A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **James A. Reagan** whose telephone number is **(703) 306-9131**. The examiner can normally be reached on Monday-Friday, 9:30am-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **James Trammell** can be reached at **(703) 305-9768**.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **(703) 305-3900**. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://portal.uspto.gov/external/portal/pair>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Any response to this action should be mailed to:

Commissioner of Patents and Trademarks

Washington, D.C. 20231

or faxed to:

(703) 305-7687 [Official communications; including

After Final communications labeled "Box AF"]

(703) 308-1396 [Informal/Draft communications, labeled "PROPOSED"

or "DRAFT"]

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal Drive, Arlington, VA, 7th floor receptionist.

JAR

30 March 2005

